

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Inventor: :  
Richard D. Martin :  
: :  
Conf. No.: 9008 : Group Art Unit: 2454  
: :  
Appln. No.: 09/923,923 : Examiner: Mohammad A. Siddiqi  
: :  
Filing Date: August 7, 2001 : Attorney Docket No.: 401-13U1  
: :  
Title: SYNDICATION METHODOLOGY TO DYNAMICALLY PLACE DIGITAL  
ASSETS ON NON-RELATED WEB SITES

**NOTICE OF APPEAL FROM PRIMARY EXAMINER TO THE**  
**BOARD OF PATENT APPEALS AND INTERFERENCES**

Applicants hereby appeal to the Board of Patent Appeals and Interferences from the Decision dated October 8, 2009 of the Primary Examiner twice rejecting claims 13-27 (claims 14-16, 18-20 and 22-27 upon entry of the Amendment After Final filed on January 8, 2010).

The item(s) checked below are appropriate:

<input checked="" type="checkbox"/>	Notice of Appeal fee is enclosed (if applicable)
<input checked="" type="checkbox"/>	\$270.00 - Small Entity has been previously established in this case.
<input type="checkbox"/>	\$540.00.
<input type="checkbox"/>	Not required (fee paid in prior appeal).

A check in the amount of \$ \_\_\_\_\_.00 is enclosed herewith.

The Commissioner is hereby authorized to charge Deposit Account No. 50-1017 (Billing No. 032416.0008) as noted below.

Notice of Appeal fee in the amount of \$270.00.

Any deficiencies or overpayments in the above-calculated fee.

Application No. 09/923,923  
Notice of Appeal...

Respectfully submitted,

RICHARD D. MARTIN et al.

March 8, 2010 By:   
(Date) CLARK A. JABLON

Registration No. 35,039  
PANITCH SCHWARZE BELISARIO & NADEL LLP  
One Commerce Square  
2005 Market Street - Suite 2200  
Philadelphia, PA 19103  
Telephone: (215) 965-1330  
Direct Dial: (215) 965-1293  
Facsimile: (215) 965-1331